

Paper #44177

Active planning: Lessons learned from physical activity interventions targeting underserved communities

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PURPOSE: The Cancer Prevention and Nutrition Section of the California Department of Health Services commissioned a literature review and marketing trends analysis in order to help guide the development of a social marketing campaign incorporating physical activity with nutrition education, based on the social-ecological model. These research tools were used to determine lessons learned from prior campaigns to promote physical activity in low-income communities. **METHODS:** A search was conducted for intervention evaluations and non-intervention studies regarding physical activity programs published in peer-reviewed journals and targeted low-income or ethnic minority women between the ages of 20 and 50 years. In addition, a marketing trends analysis examined national and California statewide programs that targeted the increase of physical activity among various communities. Through these two collaborative investigations, over 55 campaigns were identified through conversations with key informants, and reviews of medical and social science databases, marketing journals, and case study research. **FINDINGS:** A few lessons learned can be gleaned from the experiences of physical activity program and campaign implementation. Those approaches able to demonstrate the most significant and positive results: 1) were based on community needs assessments and invested

in community collaborative development and leadership; 2) enhanced a woman's social support around exercise; 3) assessed a woman's stage of exercise to help her move along to the next stage; 4) worked within the social-ecological model to affect all spheres of influence related to physical activity – from political and social to environmental; or 5) strove to create sustained behavioral change.

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Program Selection: Public Health Education and Health Promotion

Topic Selection: Health Education/Health Promotion Programming (planning, delivering, evaluating and intervention research)

Keywords: Physical Activity

Learning Objectives: 1. List the various program and campaign strategies implemented to improve the physical activity levels of low-income or ethnic minority women in the U.S. 2. Discuss program/campaign and evaluation challenges, barriers and successful solutions. 3. Understand the importance of conducting thorough and meaningful evaluations of future physical activity program and campaigns targeting these underserved communities to contribute to the limited literature, and to help design the most effective and culturally-relevant solutions in communities around the country.

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Comments to Organizer: California Active Planning Panel #4: Literature Review/Marketing Trends Analysis

Presentation Format: NoPreference

• **New Investigator**

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